

TEN TYPES OF TITLE

1. Titles that **announce the subject**, for example:

- Absurdism in the Writings of Samuel Beckett
- On the Threat of Cyberwarfare in the USA

2. Titles that **particularise a specific theme following a general heading**, for example:

- Cross-cultural Encounters: Racism and Imperialism in Conrad's *Heart of Darkness*.
- Deconstructing the Commercial System: Becoming an Educated Consumer in the US

3. Titles that **indicate the controlling question**, for example:

- Is Hamlet a Sweet Prince or a Sinful Avenger?
- What Are the Problems of Being an Arab Immigrant?

4. Titles that **just state the findings**, for example:

- Names and Settings Enhance Realism in Fiction
- The Brexit Weakens Europe's Economic and Political Power

5. Titles that **indicate that the answer to a question will be revealed**, for example:

- Classical and Modernist Drama: How far do they differ in style?
- The Effects of the Media on American Elections

6. Titles that **announce the thesis** – i.e. indicate the direction of the author's argument, for example:

- The Lost Art of Silent, Radio, and Puppet Drama
- Down with NATO, British Expenditure on External Entanglements

7. Titles that **emphasise the methodology used in the research**, for example:

- *Frailty, thy name is woman!* A Feminist Reading of *Hamlet*
- America in the Age of Materialism: A Marxist Viewpoint

8. Titles that **suggest guidelines and/or comparisons**, for example:

- Seven types of ambiguity
- Nineteen ways to a Thriving Economy

9. Titles that **bid for attention by using startling or effective openings**, for example:

- Angels and Demons: The Supernatural between Realism and Romantic Idealism
- The Horror The Horror, The US Approach to Counter Terrorism

10. Titles that **attract by using literary or biblical allusions**, for example:

- The Trojan Horse in The American Political System
- Lifting the Veil on Irony and Sarcasm in Dickens's *Oliver Twist*